

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 (ISO) W
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R 192010Z JAN 76

FM AMEMBASSY SANTO DOMINGO

TO USDOC WASHDC

SECSTATE WASHDC 5812

UNCLAS SECTION 1 OF 2 SANTO DOMINGO 264

E.O. 11652: N/A

TAGS: BEXP, DR

SUBJECT: FY-76, COMMERICAL ACTION PROGRAM

REF: 75 SANTO DOMINGO 3154

SUMMARY: FOLLOWING IS THE REVISED COMMERICAL ACTION PROGRAM (CAP) FOR THE LAST TWO QUARTERS OF FY-76. THE COMMERCIAL SECTION HAS BEEN COMPLYING WITH THE INTERIM CAP (REFTEL) AND HAS COMPLETED ALL OF THE CAMPAIGNS WITHIN THE DEADLINES. THE EMBASSY SUCCESSFULLY PROMOTED, IN ACCORDANCE WITH CAMPAIGN NO. 1, ACTION 5, THE NATIONAL HARDWARE SHOW (FIVE BUSINESSMEN ATTENDED), NATIONAL ASSOCIATION OF FOOD EQUIPMENT MANUFACTURERS - NAFEM 1975 (FOUR BUSINESSMEN ATTENDED), WORLD DENTAL CONGRESS (TWO DENTISTS ATTENDED), AND THE INTERNATIONAL MOTEL, HOTEL AND RESTAURANT EXPOSITION (FOUR BUSINESSMEN ATTENDED). THE EMBASSY ALSO SENT TO THE US AS INTERNATIONAL VISITORS THE FOLLOWING:

SIRIO R. JANSEN, EXECUTIVE SECRETARY, DOMINICAN ASSOC. OF EXPORTERS;

JOSE VITIENES, EXECUTIVE VICE PRESIDENT, INDUSTRIAS LAVADOR;
ANGEL ROSARIO, SPECIAL ASSISTANT TO GOVERNOR OF CENTRAL BANK AND SUB-DIRECTOR OF FINANCE DEPARTMENT OF CENTRAL BANK.
THESE GENTLEMEN CONCENTRATED ON AREAS RELATED TO COMMERCE (I.E., INTERNATIONAL TRADE, ENERGY ECONOMICS, FISCAL POLICY, AND AGRO-ECONOMICS).

1. CAMPAIGN NO. 1 - CONSTRUCTION SECTOR

ACTION ONE: CONTINUE TO LEND APPROPRIATE ASSISTANCE TO US

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FIRMS COMPETING FOR MAJOR GOVERNMENT CONSULTING AND/OR

CONSTRUCTION CONTRACTS, ESPECIALLY THE FOLLOWING:

PORT REHABILITATION (HAINA), SANTO DOMINGO-SANTIAGO HIGHWAY, AND DAM CONSTRUCTION.

ACTION TWO: EMBASSY'S POLITICAL SECTION WILL OBTAIN ECONOMIC INDICATORS FROM CORDE (THE GOVERNMENT HOLDING CORPORATION) ON A REGULAR BASIS AND WILL SUBMIT A REPORT ON THE POLITICAL INFLUENCE OF BUSINESSMEN.

ACTION THREE: CONTINUE TO SUBMIT CHANGES IN STATUS ON MAJOR PROJECTS WHEN THEY OCCUR AND EVERY SIX MONTHS SUBMIT A COMPREHENSIVE STATUS REPORT ON ALL PROJECTS.

ACTION FOUR: THE AMBASSADOR AND OTHER SENIOR EMBASSY OFFICERS WILL CONTINUE TO MEET REGULARLY WITH BOARD MEMBERS OF THE AMERICAN CHAMBER OF COMMERCE TO EXCHANGE INFORMATION ON ANY OPPORTUNITIES FOR ENGINEERING, CONSULTING, OR CONSTRUCTION SERVICES AND TO MAINTAIN BUSINESS COMMUNITY/EMBASSY CONTACT ON A REGULAR BASIS.

ACTION FIVE: COMATT OR REPRESENTATIVE WILL CONTINUE TO MAKE MONTHLY VISITS TO SANTIAGO TO CONFER WITH CITY MAJOR AND LEADING BUSINESSMEN.

ACTION SIX: EMBASSY WILL CONTINUE TO WORK CLOSELY WITH PUERTO RICAN COMMERCIAL OFFICE AND ASSIST THEM IN THEIR TRADE PROMOTION EFFORTS.

ACTION SEVEN: USIS VIA ITS ADS SYSTEM WILL CONTINUE TO COOPERATE WITH THE COMMERCIAL SECTION IN ITS DISTRIBUTION OF COMMERCIAL NEWSLETTER AND APPROPRIATE USIA-ORIGINATED PUBLICATIONS.

2. CAMPAIGN NO. 2 - FOREIGN BUYERS PROGRAM

ACTION ONE: PROMOTE BY DIRECT MAILING OR PERSONAL CONTACT ATTENDANCE AT THE FOLLOWING US TRADE SHOWS: NATIONAL HOUSEWARE EXPOSITION, TRANSWORLD HOUSEWARES AND VARIETY EXPOSITION, NATIONAL EXPOSITION FOR FOOD PROCESSORS, 1976 CONCRETE AND AGGREGATES SHOW, NATIONAL SPORTING GOODS ASSOCIATION, SOUTHERN FURNITURE MARKET, NATIONAL MATERIALS HANDLING SHOW, SUPERMARKET INSTITUTE EXPOSITION, AND WORLD FAIR FOR TECHNOLOGY EXCHANGE.

ACTION TWO: PREPARE BY JUNE 1976 A COMPREHENSIVE SURVEY ON THE EFFECTIVENESS OF THE FOREIGN BUYERS PROGRAM.

3. CAMPAIGN NO. 3 - METALWORKING AND FINISHING EQUIPMENT UNCLASSIFIED

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CATALOG SHOW, APRIL 1976.

ACTION ONE: CONTINUE EFFORTS TO OBTAIN THE CATALOG SHOW SCHEDULED FOR APRIL 1976.

ACTION TWO: ACTIVELY SEEK TRADE OPPORTUNITIES IN THIS SECTOR AND PROMOTE INTEREST IN THE CATALOG SHOW.

ACTION THREE: IN THE EVENT THE CATALOG SHOW IS SCHEDULED FOR THE DOMINICAN REPUBLIC, USIS WILL PROMOTE IT.

4. CAMPAIGN NO 4 - ENERGY SYSTEMS

ACTION ONE: CONTINUE TO ASSIST US FIRMS, IN COOPERATION WITH EXIMBANK, IN SUBMITTING COMPETITIVE BIDS FOR THE DOMINICAN ELECTRIC CORPORATION (CDE) PURCHASE PLANS FOR A 116 MW THERMAL UNIT, TRANSMISSION LINES, AND SUBSTATIONS. CDE WILL BE PURCHASING ABOUT A QUARTER OF A MILLION DOLLARS WORTH OF ELECTRIC GENERATING MACHINERY AND EQUIPMENT IN THE NEXT TEN YEARS. IT WILL BE PURCHASING ANOTHER 116 MW UNIT IN 1977 OR 1978.

ACTION TWO: CONTINUE TO ASSIST US FIRMS INTERESTED IN PARTICIPATING IN THE GODR'S PETROLEUM EXPLORATION/EXPLOITATION EFFORTS.

ACTION THREE: CONTINUE ACTIVELY TO SEEK TRADE OPPORTUNITIES IN THE SMALL-TO- MEDIUM GENERATOR SECTOR AND TO INTEREST US NEW-TO-MARKET FIRMS IN ACQUIRING AGENTS AND DISTRIBUTORS.

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5. CAMPAIGN NO. 5 - MINI-MARKET STUDIES

ACTION ONE: COMPLETE BY MARCH 1 A MARKET STUDY ON METALWORKING AND FINISHING EQUIPMENT AND COMPILE A COMPREHENSIVE TRADE LIST. THIS STUDY WILL BE USED TO SUPPORT THE CATALOG SHOW OF APRIL 1976.

ACTION TWO: COMPLETE BY MAY 1 A MARKET STUDY ON HOME ELECTRICAL APPLIANCES (EXCLUDING REFRIGERATING AND AIR-CONDITIONING EQUIPMENT) AND COMPILE A COMPREHENSIVE TRADE LIST.

ACTION THREE: COMPLETE BY JUNE 30 A MARKET STUDY ON RESIDENTIAL, COMMERCIAL, INDUSTRIAL AND AGRICULTURAL PUMPS AND COMPILE A COMPREHENSIVE TRADE LIST.

ACTION FOUR: MARKET RESEARCH OFFICER WILL REPORT AT LEAST THREE TRADE OPPORTUNITIES IN EACH OF THE THREE CATEGORIES FOR WHICH HE IS PREPARING MARKET STUDIES.

ACTION FIVE: "DOING BUSINESS IN THE DOMINICAN REPUBLIC" OF

AUGUST 1974 WILL BE UPDATED BY JUNE 1976.

6. CAMPAIGN NO. 6 - AGRIBUSINESS

ACTION ONE: THE EMBASSY'S CAP COMMITTEE WILL CONTINUE TO IDENTIFY AREAS IN WHICH THE GODR AGRICULTURAL DEVELOPMENT PLAN OFFERS TRADE OPPORTUNITIES. DECISION MAKERS AT THE DIFFERENT AGENCIES WILL BE IDENTIFIED.

ACTION TWO: COMATT WILL ASSIST AGATT IN ARRANGING A SOY BEAN SEMINAR SCHEDULED FOR FEBRUARY OR MARCH. DECISION MAKERS OF APPROPRIATE GODR AGENCIES WILL BE INVITED TO ATTEND SEMINAR AND CODKTAIL-RECEPTION.

ACTION THREE: AGATT WILL SUBMIT AN AGRICULTURAL SITUATION REPORT BY MARCH 1 WHICH WILL SUMMARIZE THE AGRICULTURAL PRODUCTION, CONSUMPTION, EXPORT AND IMPORT SITUATION BY UNCLASSIFIED

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COMMODITY FOR 1975 AND MAKE ESTIMATES FOR 1976.

ACTION FOUR: CONTINUE TO INFORM GODR AGENCIES OF EXIMBANK AND FCIA FINANCING AVAILABLE FOR COMMODITIES AND AGRIBUSINESS PROUDUCTS.

ACTION FIVE: AGATT WILL CONTINUE TO CONVEY TO US EXPORTERS/ SUPPLIERS SALES LEADS ON AGRICULTURAL COMMODITIES AND RELATED AGRICULTURAL PRODUCTS THROUGH THE TRADE OPPORTUNITY REFERRAL SYSTEM (TORS).

7. CAMPAIGN NO. 7 - CONSTRAINTS TO U.S. TRADE

ACTION ONE: CONTINUE TO SEEK TO AMELIORATE THE DISCRIMINATORY EFFECTS OF THE DOMINICAN LAW PROTECTING LOCAL DISTRIBUTORS AND AGENTS.

ACTION TWO: INCREASE EFFORTS TO ELIMINATE THE CONSULAR INVOICE REQUIREMENT, POSSIBLY THROUGH MORE DIRECT AND HIGHER-LEVEL CONTACT WITH GODR OFFICIALS RESPONSIBLE FOR THIS AREA.

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